

FOR IMMEDIATE RELEASE

LOVIN OVEN LLC VOLUNTARILY RECALLS CERTAIN HEALTH VALLEY® ORGANIC PEANUT CRUNCH, DUTCH APPLE AND WILDBERRY CHEWY GRANOLA BARS

FOR IMMEDIATE RELEASE – Irwindale, CA, February, 19, 2010 – Lovin Oven, LLC of Irwindale, CA announced that it has taken the precautionary measure of voluntarily recalling certain Health Valley Organic Peanut Crunch, Dutch Apple and Wildberry Chewy Granola Bars because they have the potential to be contaminated with *Salmonella*. The bars contain organic toasted soy grits supplied by Thumb Oilseed Producers Cooperative of Ubly, MI which is the subject of an FDA investigation concerning recent *Salmonella* outbreaks. No illnesses have been reported in connection with the recalled bars and no other types of Health Valley brand bars are being recalled.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis.

The recalled Peanut Crunch, Dutch Apple and Wildberry chewy granola bars are distributed nationally. The only lots affected are:

6.1oz HV ORG PEANUT CRUNCH	6.1oz HV ORG DUTCH APPLE	6.1oz HV ORG WILDBERRY
07DEC09H2	03JAN10H1	05JAN10H2
15JAN10H2	05FEB10H2	15JAN10H1
23FEB10H2	05FEB10H2	12APR10H1
28FEB10H2	28MAR10H2	06JUL10H1
28MAR10H2	17AUG10H1	08MAR10H1
29MAR10H1		
13APR10H1		
06SEP10H2		
06NOV10H2		
09FEB10H2		

Product Description and SKU (number on bottom used to scan at checkout)

Health Valley Organic Peanut Crunch Chewy Granola Bars, 6.1 oz box	# 0-35742-15483-4
Health Valley Organic Dutch Apple Chewy Granola Bars, 6.1oz box	# 0-35742-15487-7
Health Valley Organic Wildberry Chewy Granola Bars, 6.1oz box	# 0-35742-15481-0

Consumers who have purchased any products covered by this recall are urged to return them to the store of purchase for a full refund. Consumers with questions or concerns about the recall may call the hotline at 1-800-423-4846 (7:00 AM – 5:00 PM Mountain Time). Consumers with questions or concerns about their health should contact their doctor.